

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMMERCE INC.
 Ad No. 2346-D3 - (IT'S IN THE DICTIONARY) - Reg. No. M12887 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.
 National Size Magazines, 1980
 (604)

It's in the dictionary next to the word "flavor"

Okay, so it isn't. But it should be. Because
 Ment's flavor is richer and more satisfying than you'd ever expect in
 a light cigarette. And Ment has even less tar than
 either leading lights, too. Look it up.

Enriched Flavor,[®] low tar. A solution with Ment.



SURGEON GENERAL'S WARNING:
 Smoke Contains Carbon Monoxide.

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 Kings & mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

